



Paris & Lyon, France April 7-11, 2003

CALIFORNIA BIOTECHNOLOGY TRADE MISSION: EUROPE

European pharmaceutical companies source as much as 70 percent of their new products and technology from North American partners, according to a recent Deloitte-Touche report on the European biotechnology industry.

Next April, the California Technology Trade and Commerce Agency and its partner organizations – the U.S. Department of Commerce, ACET and the Bay Area World Trade Center -- will lead an outbound Biotechnology Trade Mission of 15 to 20 California companies to France for a series of meetings and presentations, culminating with the BioSquare 2003 European bio-partnering forum in Lyon.

Mission participants will have an opportunity to meet with representatives of European pharmaceutical companies, as well as other biotechnology investors, scientists and executives from around the world at the Palais des Congrès in Lyon, France during the European partnering forum, BioSquare 2003: <http://www.ebdgroup.com/biosquare>. BioSquare 2003 runs concurrently with the BioVision World Life Sciences Forum, www.biovision.org.

Trade Mission participants will benefit from a range of services, including:

- Pre-mission briefings;
- Targeted market research;
- One-on-one business meetings with qualified business counterparts (BioSquare);
- Group visits and opportunities to present to selected European firms;
- Networking reception with local biotechnology industry associations;
- Discounted conference fees; and,
- Logistical support, including a French-speaking guide.

Trade Mission Registration Fee: \$1,000/person secures your participation in Mission activities, **including** BioSquare conference fees. Mission fee **does not include** travel, lodging or food costs for the 7-day mission.

Early Registration deadline is December 13th 2002.

Additional Benefits for Early Registrants: Only companies registering before December 13th will be eligible for selection by BioSquare organizers to give company (PowerPoint) presentations during the BioSquare event. Last year 120 of 500 companies were chosen to present. Mission participants selected to present in 2003 will have their \$800 presentation fee paid by Mission organizers. Opportunities to exhibit at BioSquare 2003 are also available.

To register, or for additional Mission information, **please contact Corey Bock, at** cbock@commerce.ca.gov or 916-323-2874.